

ABSTRACT OF THE DISCLOSURE

A method, apparatus, and article of manufacture for providing co-browsing by users shopping over a computer network, such as an internet. The method comprises: providing a network site offering items for sale; providing to a first user of the network site capability to inform the network site of interest in co-browsing with a second user; providing to the second user of the network site capability to inform the network site of interest in co-browsing with the first user; and providing a capability for communication between the interested first and second users while they continue to shop. Users are provided with a window for interfacing with the network site, wherein the window comprises a first pane that displays items for sale and a second pane that displays content of the communication between the first and second user. A proxy server protects identity of the users. The browsing pattern of at least one of the first or second users can be monitored, and users of a common browsing pattern can be identified and informed of the common browsing pattern. The first user can be provided with capability to inform the network site of subject matter of interest to the user. The second user can then be selected based on characteristics the second user shares with the first user, and notified of the characteristics shared with the first user. The capability to inform the network site of interest in co-browsing comprises capability to inform the network site of conditions required for co-browsing.

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